

ANOTHER
PIECE
OF
TRASH

MAN-MADE GLOBAL WARMING IS THE CRIME OF THE CENTURY.
OUR OBSESSION WITH FASHION PRODUCES 12 BILLION TONNES OF GREENHOUSE EMISSIONS.

PER YEAR.
MORE THAN SHIPPING AND INTERNATIONAL FLIGHTS;
COMBINED.
IN THE UNITED KINGDOM WE PURCHASED 113M TONNES OF NEW CLOTHING.
LAST YEAR.

THAT'S 7,334 ADULT BLUE WHIES.
IN THE SAME YEAR, 235 MILLION GARMENTS ENDED UP IN LANDFILL.
FAST FASHION IS THE EPICENTER FOR THIS CRIMINALLY EXPONENTIAL EXPANSION OF OUR WASTEFULNESS.

THE ELLEN MCARTHUR'S REPORT FOUND THAT LESS THAN 1% OF CLOTHING MATERIAL IS RECYCLED, AND HOW OFTEN WE WEAR A GARMENT BEFORE IT CEASES TO BE USED HAS DECREASED 36% IN 15 YEARS.

THAT DESPITE THE U.K.'S GOVERNMENT'S BAN ON COSMETIC MICROBEADS, THE AMOUNT OF PLASTIC MICROFIBRE RELEASED INTO THE OCEAN FROM OUR CLOTHES HAS REACHED HALF A MILLION TONNES A YEAR.

16 TIMES THE OCEAN DUMPED MASS OF THE BANNED MICROBEADS.
THESE FIBRES CAUSE OCEAN POLLUTION ON A MICROBIOLOGICAL LEVEL; ENTERING THE FOOD CHAIN AT THE BOTTOM, WITH SUCH TOXICITY THAT A DOLPHIN CALVES ARE POISONED FROM THEIR MOTHER'S MILK.

OUR LANDFILLS ARE CLOGGED WITH WEARABLE CLOTHES LAYING ALONGSIDE PLASTIC BAGS AND FOOD WASTE.

FASHION HAS BECOME A PERISHABLE.

NEEDING DISPOSAL OF WHEN IT IS PAST ITS SOCIALLY CONSTRUCTED USE-BY DATE; PUSHED BY RETAILERS AND MAGAZINES, DRIVING CUSTOMERS TO STUFF THEIR WARDROBES FULL.

A MAJORITY OF YOUNG PEOPLE HAVE LESS THAN £1,000 IN THEIR SAVINGS; WITH ADMITTING THEY BUY CLOTHES THEY DON'T NEED, ONE IN TEN BORROW MONEY; DIRECTLY TO SPEND ON KEEPING UP WITH FASHION TRENDS; AND 43% FEEL PRESSURED TO BUY THINGS THEY CAN'T AFFORD.

SOCIETY'S OBSESSION WITH IMPULSIVE EXCESS DRIVEN US TO BE PERSONALLY, SOCIALLY AND ENVIRONMENTALLY IRRESPONSIBLE.

FLASH SALES PUSH THIS RECKLESS, ENVIRONMENTALLY DISCONCERTING SPENDING HIGHER. 48% OF CLOTHES BOUGHT ON BLACK FRIDAY WILL NEVER GET WORN.

THEIR FIBRES GROWN FROM WATER AND PESTICIDE INTENSIVE PLOTS; AND PLASTICS DERIVED FROM TOXIC FUELS REMAIN STAGNANT, HUNG IN A WARDROBE UNWORN.

HERE AT ANOTHER, WE DECIDED THINGS NEED TO CHANGE NOW.

THIS SUPPLEMENT IS MADE FROM ACID FREE, 100% RECYCLED PAPER; HAND BOUND WITH ORGANIC BIODEGRADABLE, WATER SOLUBLE CABLE TIES.
IT INCLUDES DESIGNERS; EXHIBITIONS; RETAILERS AND PHOTOGRAPHY FEATURES ALL EXPLORING HOW TO COMBAT THE INCESSANT WASTE THE FASHION INDUSTRY CHURNS OUT; AND WAYS IN WHICH PRACTITIONERS ARE TURNING THEIR BACKS ON THE DAMAGED NORM.

3 IT'S TIME FOR FAST- FASH- ION TO GO CIR- CULAR



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GRACE BENNEWORTH

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ADDRESSING OUR OVER-CONSUMERISM,
KATIE JONES' KNITWEAR BRAND
EMBRACES HER
GRANNY'S
ETHICS.

HER
RE-WORKING
OF VINTAGE KNITS
REVIVES

PIECES OTHERWISE

STYLE AND FACING

THE

LANDFILL.

SHE CREATES
COLLECTIONS
WHEREBY

SUBSTANCE

LOVES

ARE ON EQUAL MEASURE.



KATIE JONES.

KATIE JONES BESPOKE
PHOTOGRAPHY: RACHEL MANN'S

KATIE JONES' INDIVIDUAL AESTHETIC, COMBINING THE KITSCH, DIY AESTHETIC, WITH A PERSONAL QUIRK IS CLEVERLY REPRESENTED IN HER COLLECTIONS. SHE HOLDS STRONG ON RELEASING UK MADE PRODUCTS; AND EVER FURTHER THAN THAT, DIY PRODUCTS, PUSHING THE #SOFASNOTWEATSHOPS HASHTAG, ALLOWING HER CUSTOMERS TO BE FULLY IMMERSED IN LUXURY FASHION, WITH THE ABILITY TO MAKE HER PRODUCTS AT HOME; USING HER YARNS AND PATTERNS. CUTTING OUT THE DAMAGE OF A UNSUSTAINABLE, EXPLOITATIVE MIDDLE MAN BETWEEN THE DESIGNER AND THE WEARER.

FROM WINNING THE 2016 SELFRIDGES BRIGHT NEW THINGS AWARD; HER COLLECTIONS ARE STOCKED IN LUXURY RETAILERS; AND HAVE FEATURED WITHIN OUR CORE MAGAZINE ON NUMEROUS OCCASIONS. HER MODERN ETHICS OF SUSTAINABILITY AND ATTITUDES ON COMBATING OVER CONSUMERISM ARE PERFECTLY PROPORTIONED WITH HER GRANNY IMAGE. PUSHING THE IDEA OF CREATING SOMETHING FROM NOTHING; KNITTING YOUR OWN CLOTHES; ALONG WITH THE CONCEPT OF PATCHWORKING INTERPRETED INTO MAKING CLOTHES FROM PIECES OF OTHERWISE WASTED GARMENTS. HER BRAND APPEAL STEMS FROM THE DISTINCT VARIANT IN COMPARISON TO TYPICALLY SUSTAINABLE OR ETHICAL FASHION; ALLOWING PERSONAL IDENTITY TO STAY AT THE FOREFRONT.

REDUCE

REUSE

RECYCLE

REFUSE

REPURPOSE

WANT NOT WASTED NOT

WHY

WRITTEN BY GRACE BENNEWORTH
PHOTOGRAPHED BY JESSIE ROSE LENA

NOT

IS IT TIME TO ACCEPT THAT A PAUSE IS NEEDED? A CONTEMPLATION OF HOW MUCH OF OUR CONSUMPTION IS A NECESSITY, AND HOW MUCH IS BORN FROM A WANT.

SAONA DIGS DEEP INTO THE DEPTHS OF HER WARDROBE; FAST FASHION RETAILERS, AND CHARITY STORES TO EXPLORE WHETHER OUR EXCESSIVE SHOPPING HABITS ARE NECESSARY WHEN COMPARED TO THE AVERAGE DAY TO DAY OF THE 21ST CENTURY.



SAONA WEARS MARKS AND SPENCERS MENS SHIRT (AS STYLED), SKIRT AS STYLISTS OWN, BELT, TIGHTS AND EARRINGS ARE PRIMARK



SAONA WEARS HARPER AND LEWIS FASHION,
STOLE MY STYLE SHIRT, REWORKED BY STYLIST,
TULLE DRESS, TIGHTS, SOCKS, SHOES, BLAZER, ALL
PRIMARK, VINTAGE JEWELLERY AND FLORAL
BRALET, STYLISTS OWN.



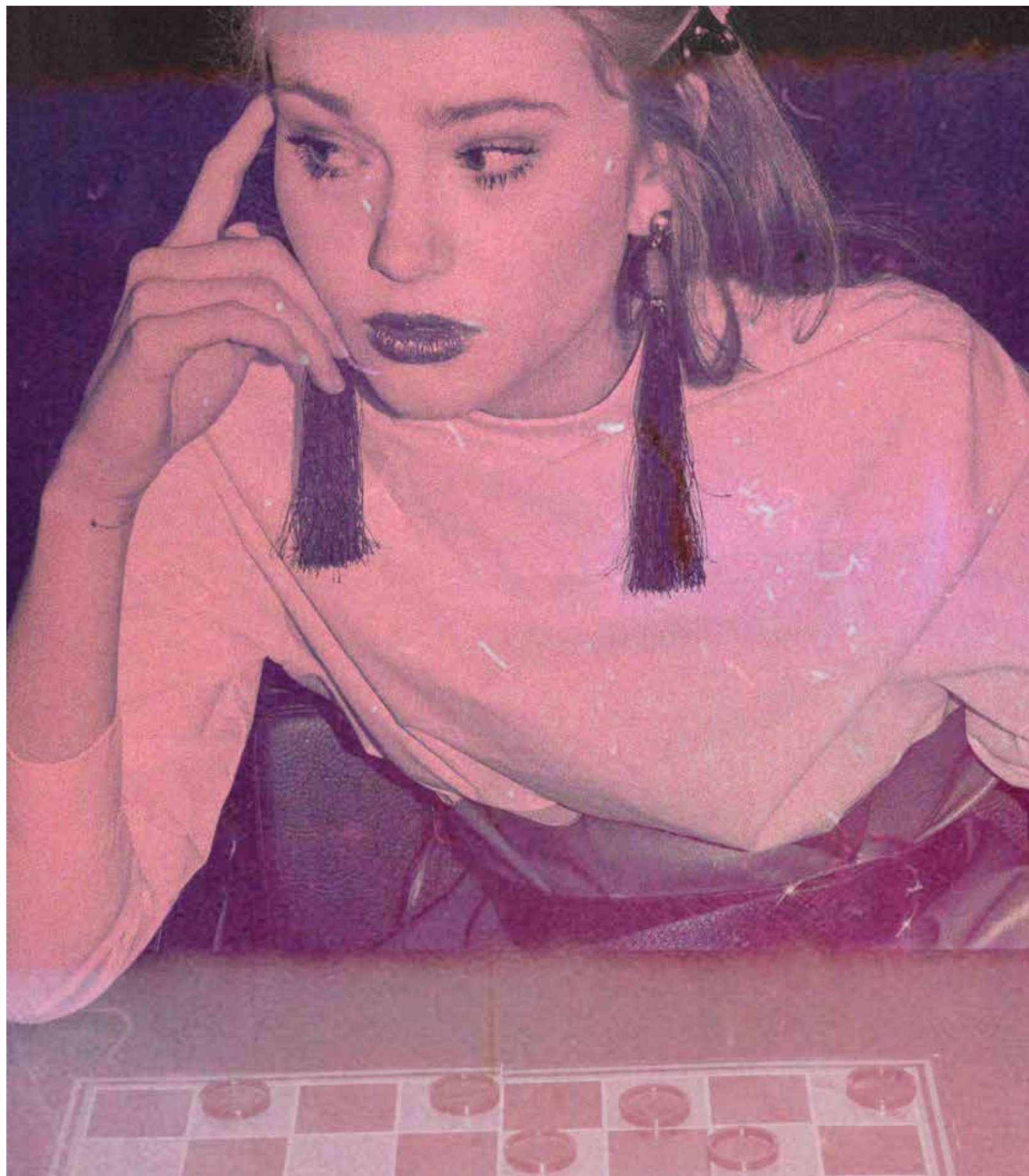
WITH FASHION BEING DRIVEN BY TREND; THERE IS ALWAYS NEW; WE ARE ENCOURAGED TO BUY EXPONENTIALLY, WITH NO QUESTION FOR ITS CONSEQUENCES. THE DESIRE FOR SELF IS OVERTAKING THE DESIRE FOR A GREATER GOOD. OURSELVES OVER THE ENVIRONMENT WE ARE SURROUNDED BY. THE PRESSURE TO SPEND HAS BECOME INESCAPABLE; YOUNG PEOPLE FLAUNTING THEIR WAGES AND SAVINGS ON FAST FASHIONING CLOSETS OF CLOTHES WITH NO KEY PURPOSE.

SAONA COUNTED ENOUGH PARTY DRESSES TO WEAR ONE A DAY FOR 3 WEEKS. SHE ALSO TELLS US THAT SHE CAN'T EVEN RECALL GOING TO 21 PARTIES WITHIN THE LAST 2 YEARS. EACH DRESS WAS DIFFERENT; I SUPPOSE IT'S A CASE OF HAVING CHOICE, VARIETY; BUT ON PROBABILITY, SOME OF THOSE DRESSES WILL NEVER GET WORN. SHE ADMITS TO LIVING IN TROUSERS AND SHIRTS AS A UNIVERSITY STUDENT; PRACTICALITY AND COMFORT ARE KEY TO A GOOD OUTFIT SELECTION; BUT THAT DOESN'T PREVENT THE BURSTING WARDROBE IN HER STUDENT HALLS; OF GARMENTS THAT AREN'T PRACTICAL, NOR ARE THEY COMFORTABLE









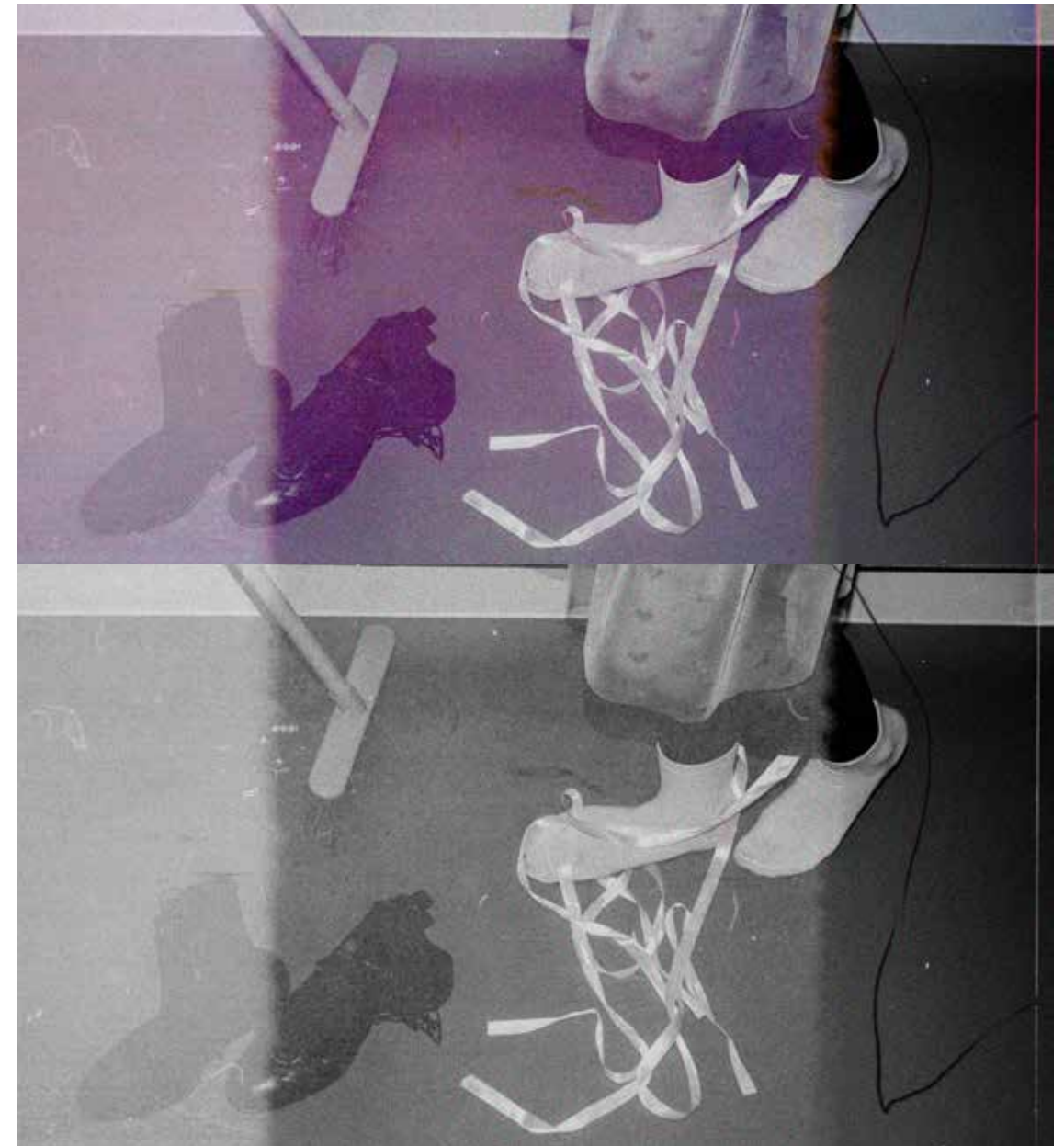


THE DAMAGE THIS DRESS-UP GAME SO MANY OF US PLAY IS APPARENT; YET SO FREQUENTLY IGNORED. WHILST IT'S AN INCREASINGLY COMMON AWARENESS; THE ENVIRONMENTAL DAMAGE OF THE FASHION INDUSTRY; WHEN YOU'RE IN THE POSITION OF BUYING A NEW ZARA SHIRT THAT YOU'VE BEEN WATCHING ON THE WEBSITE FOR WEEKS, IT COMES DOWN TO 'WHY NOT'; AS IF THE ENVIRONMENTAL WE ARE IMPACTING IS AS REPLENISHABLE AS THE MONEY IN OUR BANK ACCOUNTS.





BEAUTY
EYES: PANTONE PALETTE '16-4525'
LIPS: 17 'HOT PINK' LIP GLITTER



VINTAGE VICTORIANA BOOTS AND PRIMARK
RIBBON SOCKS IN BALLET PINK



Textiles and clothing are a fundamental part of everyday life and an important sector in the global economy. As production volumes have doubled over the past 15 years, clothing

is now a USD 1.3 trillion global industry employing more than 300 million people along the value chain. Yet, the current system for producing, distributing, and using

CLOTHING
OPERATES
IN AN
ALMOST
COMPLETELY
LINEAR WAY
– WASTEFUL
AND
POLLUTING.

AN- OTHER PLACE TO SHOP

WITH PATAGONIA OPENING THEIR 104TH STORE, AND THEIR FIRST IN THE U.K, WE EXPLORE THIS SUSTAINABLE OUTDOOR BRAND; AND HOW THEY ARE PROMOTING A BOTH PERSONALLY AND ENVIRONMENTALLY ETHICAL APPROACH TO THE APPAREL INDUSTRY.

PATAGONIA PROMOTE SUBSTANCE OVER STYLE; RANGES OF OUTDOOR AND ACTIVE WEAR; ALONG WITH SPORTING EQUIPMENT ALL WITH A COMPLETELY TRANSPARENT PRODUCTION LINE. THEIR COMPANY MISSION IS TO 'BUILD THE BEST PRODUCT POSSIBLE, CAUSE NO UNNECESSARY HARM, USE BUSINESS TO INSPIRE AND IMPLEMENT SOLUTIONS TO THE ENVIRONMENTAL CRISIS'. THIS WHOLESOME APPROACH ENSURES THE BEST FOR PATAGONIA'S CUSTOMER; THE ENVIRONMENT; AND THE WORKERS INVOLVED.

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THE ENTERPRISE BEGAN IN 1957, STARTED BY ROCK CLIMBER YVON CHOUINARD WHO DESCRIBES HIMSELF AS A 'TOTAL PESSIMIST' REGARDING THE PLANETS ON GOING ENVIRONMENTAL ISSUES TO THE USUAL. HE BEGAN BY SELLING HAND FORGED CLIMBING EQUIPMENT, AND THEIR MERCHANDISE DEVELOPED FROM THERE INTO THE LINE AVAILABLE TODAY. THE RUGBY SHIRT WITH A CONTRAST COLLAR AS BECOME ONE OF PATAGONIAS MOST DISTINGUISHABLE PRODUCTS; CHOUINARD ACQUIRING A COLLECTION FROM SCOTLAND; UPON REALISATION THAT THEIR HIGH COLLARS HELPED TO PREVENT THE RUBBING OF CLIMBING HARNESES.

PRACTICALITY IS A MAJOR FACTOR IS PATAGONIAS RANGES; SUBSTANCE OVER STYLE; YET MAKING THE USABLE ALSO WEARABLE. THERE IS NO COMPROMISE. ONLINE PATAGONIA GIVE DETAILS ON HOW YOU CAN REPAIR THEIR PRODUCTS; RATHER THAN THROWING THEM AWAY. THEY ALSO ALLOW YOU TO DONATE YOUR OLD PATAGONIA WEAR BACK TO THEM; TO BE RECYCLED OR REPURPOSED, IN RETURN FOR CREDITS TO BE SPENT IN STORE.

FOR A BUSINESS; THIS MODEL COULD BE PERCEIVED AS NOT BEING THE MOST PROFITABLE; FOR OBVIOUS REASONS. ACTIVELY ENCOURAGING CONSUMERS TO NOT BUY PRODUCTS IF THEY DON'T NEED THEM; AND TO GET THE LONGEST PERIOD OF WEAR FROM THEIR CLOTHES ONCE THEY HAVE BEEN PURCHASED; RATHER THAN PUSHING A CUSTOMER TO SIMPLY REPLACE IT. PATAGONIA ARE SHOWING THE MIDDLE FINGER TO THE FAST FASHION INDUSTRY.

GRACE BENNEWORTH

PATAGONIA.

THEIR PROFITS COME FROM THE OLDER CUSTOMER; THE ONES WHO NEVER IMMERSSED THEMSELVES IN THE FAD AND FAFF OF FAST FASHION; AS WELL AS A NEW BREED. THE MILLENNIALS AND GEN – X WHO SEE LUXURY IN THE PURITY OF A MINIMAL ENVIRONMENTAL FOOTPRINT. WHEREAS LUXURY AND WEALTH WAS PREVIOUSLY ENVISIONED BY MANY AS EXCESS, THIS ATTITUDE IS MORPHING INTO A NEW APPROACH. TO LIVE MINIMALLY; AND TO HOLD PHYSICAL AND MENTAL WELLBEING HIGH ON YOUR AGENDA IS BECOMING A NEW, RADICAL LUXURY. WE ARE EMBRACING THE OUTDOORS MORE; AND SMARTPHONES LESS. HELPING OTHERS IS THE NEW HELPING YOURSELF. EXPERIENCES ARE OVERTAKING MATERIAL OBJECTS IN TERMS OF VALUE. PATAGONIA'S ECOLOGICAL APPROACH TO DESIGN AND BUSINESS, THEIR INHERENT THREAD OF OUTDOOR SPORTS, AND THEIR CHARITABLE FUNDING SUMS UP THIS NEW ATTITUDE APTLY.

PATAGONIA IS A KEY RESEARCHER IN NEW, SUSTAINABLE FABRICS. ALL DOWN IS RECYCLED FROM HOME FURNISHINGS; WHICH IN TURN PREVENTS ANY UNDUE HARM TOO BIRDS TO THEIR FEATHERS, AND NEOPRENE HAS BEEN REPLACED BY YULEX, FOR THE TECHNICALLY MINDED, THIS IS A PLANT BASED POLYMER. WHEREAS NEOPRENE IS DERIVED FROM A CRUDE OIL DERIVED PETROCHEMICAL; YULEX IS DERIVED FROM A TREE GROWN RUBBER ; ON



FOREST STEWARDSHIP COUNCIL APPROVED PLANTATIONS. THIS REDUCES THE CO2 FOOTPRINT OF THEIR WETSUITS BY OVER 80%. THIS IS ONE OF THE REFRESHING QUALITIES OF PATAGONIA. THEY IMPROVE AND DEVELOP TRANSPARENTLY; NOT LIKE THE NEXT BRAND JUMPING ON THE VEGAN TREND, RELEASING A LINE OF T-SHIRTS, JUST INCREASE THEIR TARGET MARKET. INSTEAD PATAGONIA'S ENVIRONMENTAL FEELS, EVEN AS JUST A CUSTOMER, TO COME FROM A SOULFULLY DRIVEN PERSPECTIVE; AN ARTFUL AND MORALLY APPRECIATIVE APPROACH TO BUSINESS ENVIRONMENTALLY, THE INCREASING VISIBILITY OF BRANDS SUCH AS PATAGONIA ARE A BLESSING; HOWEVER IT IS UP FOR DEBATE AS TO WHETHER THEIR INCREASING URBANISATION IS LEADING TO DETRACTION OF THEIR ETHICAL STANCE. IT WOULD BE INCREDIBLY EASY TO EXPLOITATIVELY COMMERCIALISE PATAGONIA'S PRODUCTS; INCREASE SALES TO THE URBAN YOUTH MARKET, PURELY FOR FINANCIAL GAINS. HOWEVER, SHOULD THIS HAPPEN SOMEWHAT ACCIDENTALLY, AS OCCURRED WITH NORTH FACE, SURELY IT SHOULD BE SOMETHING TO BE EMBRACED ITS DIFFICULT TO WALK THROUGH A CITY CENTRE AND NOT SEE COLLECTIVES OF YOUNG MEN IN NORTH FACE PARKAS; AND WHILST TO SOME; BRAND AVIDS WITH A PASSION FOR THEIR MESSAGE AS MUCH AS THEIR PRODUCTS, THIS MAY BE TAKEN AS DETRIMENTAL. A DETRACTION FROM THE IMPORTANT. YET THE SUBCONSCIOUS INFILTRATION OF SUSTAINABLE FASHION IS EVEN MORE POWERFUL THAN ITS PURPOSEFUL POSITIONING. PATAGONIA IS BEGINNING TO FOLLOW SUIT; AND WITH THE UK'S FIRST STORE OPENING MID JANUARY; THE RISE IN DEMAND FOR ITS ETHICAL DIRECTION IS UNARGUABLE..



NO COMPROMISE NO COM- PROMISE ~~NO COMPROMISE~~ NO COMPROMISE

THE CUSTARD FACTORY; DIGBETH, BIRMINGHAM, UNITED KINGDOM. ONE OF THE CITIES HUBS OF CREATIVITY AND ECCENTRICITY; WHERE PERSONAL IDENTITIES ARE BOLD AND UNDENIABLE. WE QUESTION HOW; AS MUCH AS WE SHOULD HOLD CAUTION WITH OUR WASTEFUL EXCESS; SELF-EXPRESSION SHOULD BE NOT HALTERED OR CONFINED. WHAT WE WEAR IS THE FIRST THING WE SHOW TO THOSE EXTERNAL TO US. FASHION IS A KEY PART OF SELF; EVEN THOSE WHO ARE UNDENIABLY 'ANTI' FASHION; STILL REPRESENT THIS IN THE OUTFITS THEY CHOOSE TO WEAR. THERE SHOULD BE NO COMPROMISE BETWEEN AN ETHICAL STANCE AND PERSONAL REPRESENTATION.

THE PASSING OF MANUAL WORKERS IN THEIR CHECKED LUMBERJACK SHIRTS; AND INDIE BAND WANNABE BOYS IN THEIR VINTAGE BOMBERS; EACH PASSERBY'S PERSONAL REPRESENTATIONS ARE APPARENT. THERE'S UNAPPARENT IRONY IN THE LITTER ON THE FLOOR AND THE FULL BINS WHEN COMPARED TO THE PEOPLE'S AVIDNESS FOR SELF-EXPRESSION THROUGH THEIR CLOTHING. THE USAGE OF VINTAGE AND CHARITY STORE FASHION IS MORE COMMON AMONGST THOSE WHO FIND THE CUSTARD FACTORY AS THEIR HANG OUT; AND THEREFORE, THEIR AESTHETIC IS UNCOMPROMISING WITH ANY ENVIRONMENTAL ETHICS.

NO COMPROMISE

-PROMISE

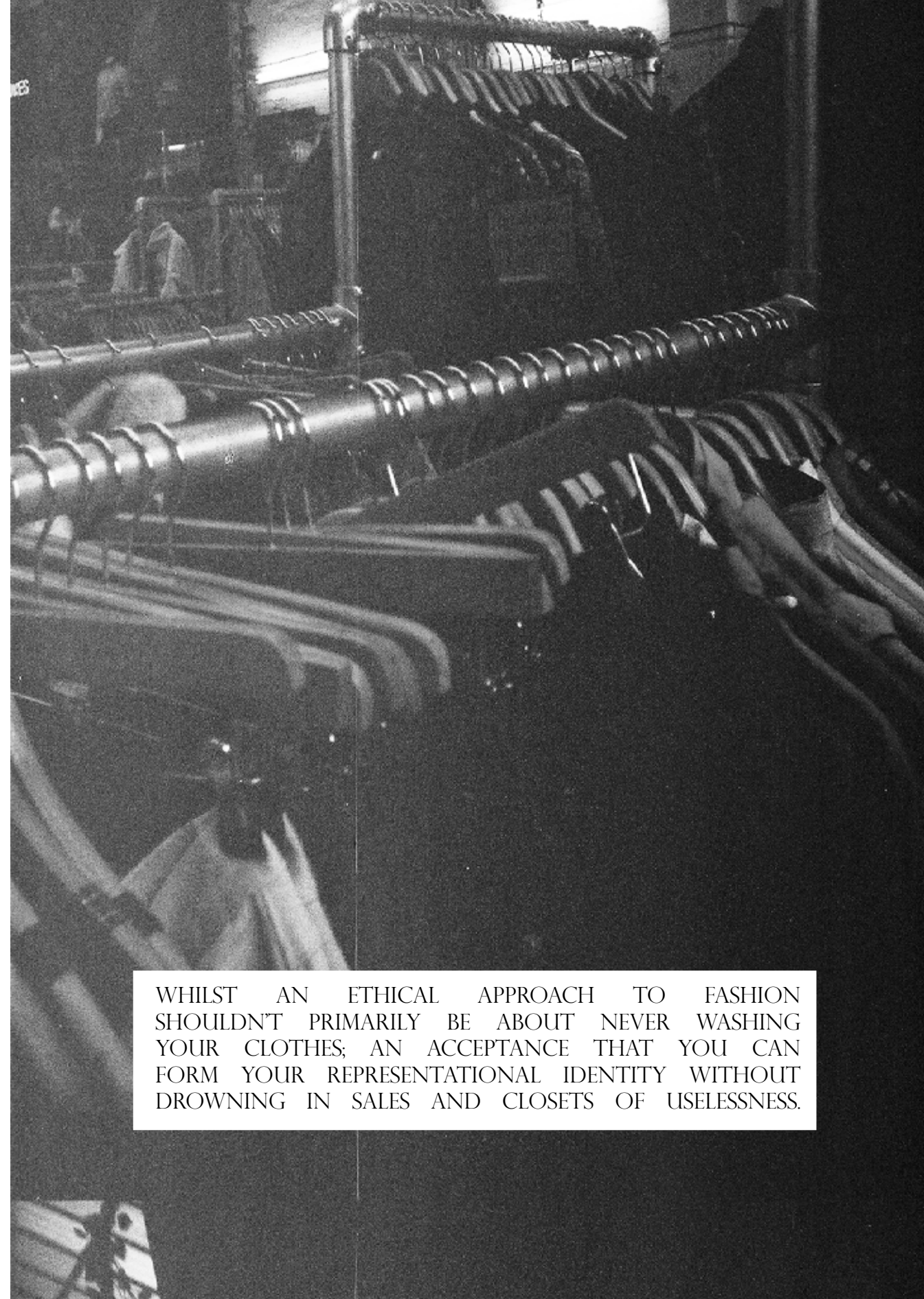
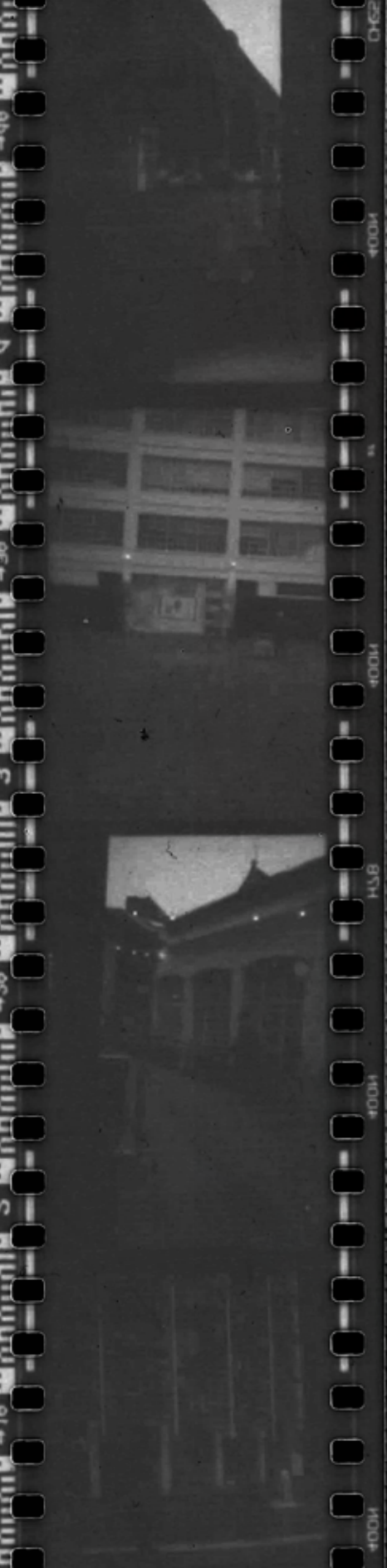






OUR SUBJECTS WERE SURPRISED WHEN WE APPROACHED THEM FOR CANDID'S; EXPLAIN HOW WERE WERE INTERESTED IN PERSONAL CHARACTER. JAMES; ONE OF THE BOYS ON THE PREVIOUS PAGE, EXPLAINED HOW HE NEVER ATTEMPTS TO BE COOL. 'ITS SO OVER-DONE; I WEAR THE SAME OUTFIT BASICALLY EVERY DAY. DON'T PUT THAT IN THOUGH; I DON'T WANT PEOPLE THINKING I'M GROSS OVER SOMETHING'.





WHILST AN ETHICAL APPROACH TO FASHION SHOULDN'T PRIMARILY BE ABOUT NEVER WASHING YOUR CLOTHES; AN ACCEPTANCE THAT YOU CAN FORM YOUR REPRESENTATIONAL IDENTITY WITHOUT DROWNING IN SALES AND CLOSETS OF USELESSNESS.

PACT APPAREL | KROCHET ELIZABETH SUZANN | RA-
KIDS INTL. | NISOLO | AL- VEN + LILY | MAYAMIKO
TERNATIVE APPAREL | APOLIS | NAJA | EILEEN
| PEOPLE TREE | FAIR FISHER | REFORMATION
TRADE WINDS | HOPE | SIIZU | SYMBOLOGY |
MADE IN THE WORLD | INDIGENOUS | MATA
ABLE | TRADLANDS | YSTR T R A D
| THOUGHT CLOTHING | ERS | GAMINE WORK-
DL1961 | BEAD & REEL | GRO- WEAR | WALLIS EVE-
CERIES APPAREL | RA | GATHER & SEE
KAREN KANE | | SLUMLOVE SWEAT-
CHRISTY DAWN | ER COMPANY



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